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DEPARTMENT OF PLANNING
STAFF REPORT

BOARD OF SUPERVISORS PUBLIC HEARING

DATE OF HEARING: December 7, 2009
ZMOD 2008-0009, Lansdowne Village Greens Sign Plan - Phase 2
DECISION DEADLINE: December 30, 2009
ELECTION DISTRICT: Broad Run PROJECT PLANNER: Ginny Rowen

EXECUTIVE SUMMARY

Saul Centers Inc. of Bethesda, Maryland has submitted an application for a special exception to modify the applicable provisions of Section 5-1204 of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Plan that proposes changes to the permitted number, size, location, and illumination of signs within a 3.5 acre portion of the Lansdowne Town Center. The property is being developed pursuant to ZMAP 2003-0006, ZCPA 2003-0003, and SPEX 2003-0011 (Lansdowne Village Greens), in the PD-TC (Planned Development – Town Center) zoning district. The entire Town Center is approximately 57.8 acres in size and is located on the south side of Riverside Parkway, east of Belmont Ridge Road and north of Harry Byrd Highway (Route 7) within the Lansdowne development. The proposed uses in this portion of the town center will consist of live/ work units (first floor retail or office uses with residential units or offices above the first floor). The proposed application is an extension of the Sign Plan approved in conjunction with the development of the initial main street component of the town center, approved in 2006 (ZMOD 2006-0004).

RECOMMENDATIONS

Planning Commission

The Planning Commission voted 9-0 to forward the revised application to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval and with the Findings in the staff report.

Staff

Staff can support the Planning Commission recommendation provided that the applicant removes any reference to the Pedestrian Directories from the Comprehensive Sign Plan.

SUGGESTED MOTIONS

1. I move that the Board of Supervisors forward ZMOD 2008-0009, Lansdowne Village Greens Sign Plan - Phase 2, to the January 5, 2010 Board Business meeting for action. **(Staff notes that a timeline extension from the applicant will be necessary for this option.)**

OR

2. I move an alternate motion.

VICINITY MAP

Directions: From Leesburg proceed east on Route 7. Make a left onto Belmont Ridge Road and proceed north to Promenade Drive. Make a right onto Promenade Drive and proceed to Diamond Lake Drive. The subject site is on both sides of Diamond Lake Drive (depicted in yellow).

The area in blue represents the subject of the initial Lansdowne Village Green Sign Plan that was approved by the Board of Supervisors in 2006 (ZMOD 2006-0004) for the main street component. The area in yellow represents the location of the current proposal.



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I. APPLICANTS/OWNERS:

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Lansdowne Town Center, LLC
Steven Fritz, Managing Member
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REPRESENTATIVE:

Cooley Godward Kronish, LLP
Jeff Nein & Shane Murphy
One Freedom Square, Reston Town Center
11951 Freedom Drive
Reston, Virginia 20190
703-456-8609

PROPOSAL:

A Zoning Ordinance Modification for a sign plan. The application was accepted on September 24, 2008.

LOCATION:

South of Riverside Parkway, east of Belmont Ridge Road, on both sides of Diamond Lakes Drive

TAX MAP/PIN #:

Tax Map /62/K45///PH1/ (part) PIN 113-40-5389
Tax Map /62/K45///PH4/ (part) PIN 113-40-4919
Tax Map /62/K45///PHF/ (part) PIN 113-30-5855
Tax Map /62/K45///PHV/ (part) PIN 113-30-5726
Tax M /62/K45///PHU/ (part) PIN 113-30-7439

ZONING:

PD-TC (Town Center)

SURROUNDING ZONING/LAND USES:

NORTH	PD-H3	residential (across Riverside Parkway)
SOUTH	PD-TC (Town Center)	Undeveloped / Open Space
EAST	PD-TC (Town Center)	residential (under construction)
WEST	PD-TC (Town Center)	commercial

ELECTION DISTRICT: Broad Run

II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Community Planning	Number of entrance signs should be reduced from 2 to 1 to avoid visual clutter (types P1 / P7). Status: Resolved.
	Number of in-line retail signs should be limited to 3 signs per business facade to avoid visual clutter (type UP5). Status: Resolved with condition.
	Limit number of housekeeping signs (types HT-1, HT-2) and commercial marketing signs to avoid visual clutter (type M-1). Status: Resolved with condition.
	Reduce number of light pole banners to avoid visual clutter (type P5.1). Status: Resolved
	Provide information about landscaping (condition recommended). Status: Resolved with condition.
Zoning	All signs not permitted by the Zoning Ordinance should be removed from the Sign Plan (Pedestrian Directory - type P3). Status: Unresolved
	Provide additional graphic illustrating appearance of above-ground floor tenant signs (type UP2.2) with in-line ground floor signs (type UP5). Status: Resolved.

III. PLANNING COMMISSION REVIEW

The Planning Commission reviewed the application at the September 17, 2009 public hearing. No one from the public spoke regarding the application. The Commission cited concerns regarding the number and size of signs and banners as well as the Business Location signs which would have interrupted pedestrian flow. The application was sent to the October 22, 2009 Planning Commission work session for further review. Prior to the work session, the applicant made the following changes to the proposal:

- remove the residential entry sign (P-7); (one entrance sign proposed)
- reduce the number of small housekeeping signs (HP 1) from 10 to 6;
- reduce the number of banners (P5.1) from 28 to 20;
- remove the Business Location sign (P-2) from the corner of Diamond Lake Drive and Promenade Drive;
- remove the 4 large Housekeeping signs (HT2) once construction is completed; and
- add an additional Marketing sign (M-1) (total of 5) .

After reviewing the changes to the application and the revised Conditions of Approval, the Planning Commission stated that the number of proposed signs was reduced enough to

support the application. In general, the Planning Commission and staff maintained that the signs for the live/work component should be scaled down from the main street component to the west and further south. This would provide a better transition to the residential uses immediately south and east of the subject site. The Planning Commission made a motion to forward the application to the Board of Supervisors with a recommendation of approval (9-0). The Commission also noted that this application is requesting the same modifications as the previously approved main street component of the Lansdowne Town Center.

FINDINGS

1. Except for the specific modification requests, the application conforms to the Revised 1993 Zoning Ordinance.
2. The number of entrance signs has been reduced from two to one.
3. The number of light-pole banners has been reduced from 28 to 20 to limit visual impacts.
4. The number of in-line retail signs is limited to three per business façade.
5. The large housekeeping signs will be removed once site construction is completed.
6. The Sign Plan proposes the same modifications as those in the approved plan for the main street component (ZMOD 2006-0004).

IV. CONDITIONS OF APPROVAL (November 10, 2009)

1. Signs shall be provided in substantial conformance with the Lansdowne Town Center Comprehensive Sign Plan – Phase 2, prepared by BCT Architects Designers dated November 10, 2009.
2. Sign materials, colors, size, height, location, and lighting shall be provided in substantial conformance with the Lansdowne Town Center Comprehensive Sign Plan – Phase 2 prepared by BCT Architects Designers dated November 10, 2009.
3. Individual signs and associated landscaping materials shall be maintained in good condition, assuring sign legibility and health of landscaped plantings.
4. Lighting for signs will be directed toward the sign and all of the fixtures will be shielded to not spill upward or reflect or cast glare onto adjacent properties or roads. Animation, neon lights, and moving lights shall be prohibited.
5. Once all non-residential space within a building is either 100 percent leased or sold, both initially and on a recurring basis as non-residential space again becomes available for lease or sale, all non-residential real estate and marketing signs shall be removed from the building within 30 days following the execution of the lease or sale of all non-residential space within the building.

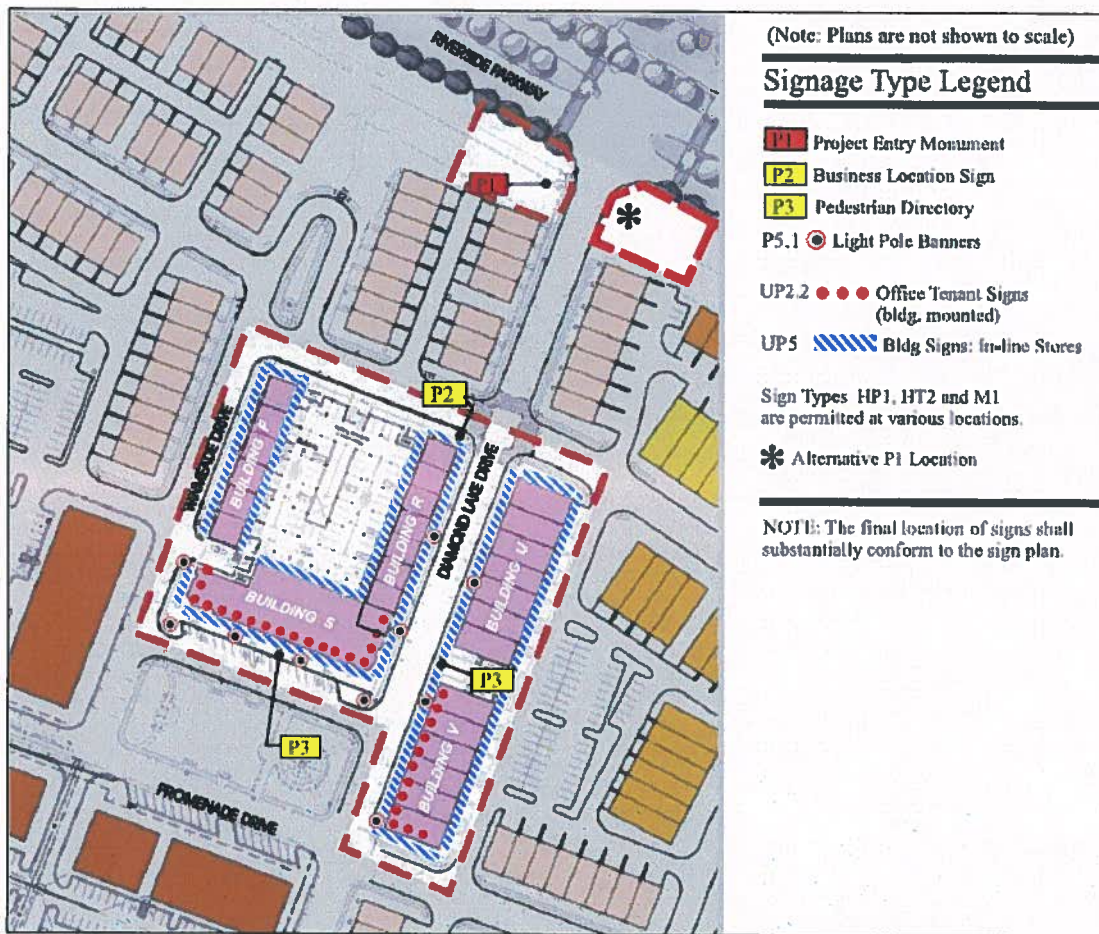
6. Once all residential space within a building is either 100 percent leased or sold, both initially and on a recurring basis as residential space again becomes available for lease or sale, all residential real estate and marketing signs shall be removed from the building within 30 days following the execution of the lease or sale of all residential space within the building.
7. Signs not included in the Sign Plan, but otherwise permitted by the Zoning Ordinance, shall be permitted in accordance with the standards of the then current Zoning Ordinance.
8. Additional signage for those sign types included in the Sign Plan may be permitted by the Zoning Administrator provided (i) such signage is consistent with the design standards of the Sign Plan and these conditions, and (ii) the approval of such signage would not increase either the total aggregate sign area or the total aggregate number of signs permitted by the Sign Plan by more than five percent, and would not increase the maximum area of any one sign type permitted by the Sign Plan by more than five percent.

V. PROJECT REVIEW

A. Context

Saul Centers is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan (CSP) pursuant to the provisions of the Revised 1993 Zoning Ordinance. The subject site, known as Lansdowne Village Greens, is located north of Route 7, east of Belmont Ridge Road, and south of Riverside Parkway and was rezoned to a PD-TC (Planned Development – Town Center) designation in February 2005 (ZMAP 2003-0006, ZCPA 2003-0003, SPEX 2003-0011). The 57.8 acre town center was approved for the development of up to 384,700 square feet of retail, office, and recreational uses and up to 390 residential units.

A Comprehensive Sign Plan for the entire Lansdowne development was approved by the Board of Supervisors in June 2003 (ZMOD 2002-0004). At that time, the subject site was zoned for the development of large-scale office uses. Following approval of the Lansdowne Village Greens rezoning in 2005, a Comprehensive Sign Plan was approved by the Board in October 2006 (ZMOD 2006-0004) for the main street portion of the Town Center (depicted in blue on the vicinity map). This application proposes to expand the Sign Plan (initially approved with ZMOD 2006-0004) to cover the approved live / work units, consisting of retail, office, and residential uses, located primarily along Diamond Lake Drive and the adjacent, undeveloped block on the west side of Diamond Lake Drive (depicted in yellow on the vicinity map). (See proposed sign types / locations on next page).



B. Summary of Outstanding Issues

Most of the initial concerns regarding the proposal have been resolved with the changes to the Sign Plan and the Conditions of Approval. The applicant is continuing to request two Pedestrian Directories (type P3), which are not permitted in the current Zoning Ordinance. The Directory signs should be removed from the proposed Sign Plan.

C. Overall Analysis

COMPREHENSIVE PLAN

The Lansdowne Town Center CSP – Phase 2 proposes a variety of freestanding signs, building-mounted signs, and light-pole banners, which:

- identify specific areas, tenants, and services,
- provide directional information, and
- provide sales / marketing information to residents and visitors.

The proposal includes sign location maps and detailed renderings depicting the proposed size, height, design, materials, lighting, and setbacks of the following types of signs:

- Project Entry
- Business Location
- Pedestrian Directory
- Light Pole Banners
- Above Ground Floor Tenant
- In-Line Ground Floor
- Housekeeping – Small & Large
- Marketing

The applicant has provided a matrix for each of these components comparing the existing sign regulations contained in the Revised 1993 Zoning Ordinance, versus the proposed signs for this 3.5 acre portion of the town center (sign plan – pages 2A-2E). The proposal is consistent with the initial Town Center Sign Plan that was previously approved by the Board in 2006 (ZMOD 2006-0004). However, at first submission, the number of signs / banners proposed for this small component appeared cluttered compared to the sign plan for the main street component.

Staff initially identified concerns with the following issues, which have since been resolved:

- excessive number of entrance signs proposed,
- excessive number of in-line retail signs proposed,
- excessive number of light-pole banners proposed,
- excessive number of business location signs proposed,
- provide graphic depicting all proposed signs per façade.

The property is located within the Ashburn Community of the Suburban Policy Area and is specifically governed by the Revised General Plan and the Revised Countywide Transportation Plan (CTP). The Revised General Plan identifies the subject site as suitable for Keynote Employment uses. The policies of the Countywide Retail Plan (Retail Plan) also apply to the site. Within Keynote Employment areas, the Plan envisions that the buildings will be the prominent feature when viewed from periphery roads. Signage in these areas should exhibit a high quality of design and materials that complement but do not overwhelm the buildings themselves.

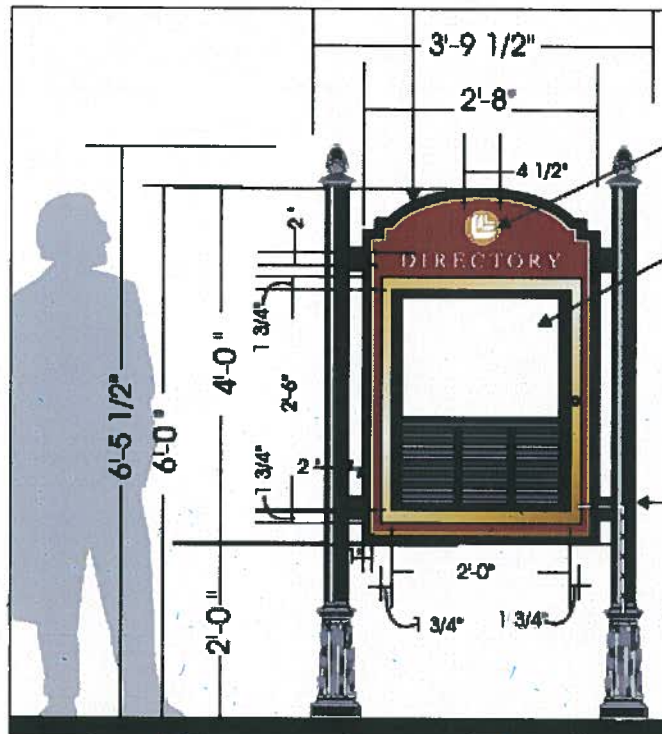
ZONING

The applicant is requesting modifications to the sign regulations pursuant to Sections 5-1202(E), 6-1504, and 6-511(B)(6) of the Revised 1993 Zoning Ordinance to develop a Comprehensive Sign Plan for a 3.5 acre portion of the Lansdowne Town Center.

In accordance with Section 5-1204(A) – Sign Requirements Matrix Contents – Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) height; 6) sign type permitted

(freestanding or building mounted); and 7) other additional requirements. The applicant is requesting to modify specific elements of the Sign Requirements Matrix (see the Lansdowne Town Center Comprehensive Sign Plan - Phase 2 Matrix page 2A through 2E for each specific request).

As noted previously, the applicant made significant changes to the proposed sign plan by reducing the number of entrance signs to one, limiting the number of in-line retail signs to three per business facade, reducing the number of light-pole banners to twenty, reducing the number of Business Location signs to one, and by providing a graphic depicting all proposed signs per façade. The applicant is continuing to request two Pedestrian Directories as depicted below:



The Revised 1993 Zoning Ordinance does not permit Pedestrian Directories at the present time. Staff notes that the Board of Supervisors will be considering future Zoning Ordinance amendments regarding certain aspects of commercial signs. The request for a Pedestrian Directory should be removed from the CSP. Should the Ordinance be changed to include Pedestrian Directories in the future, the applicant will be able to request a sign permit at that time. Staff notes that zoning permits for two Pedestrian Directories (with the same dimensions as the current request) were issued in error by the County and are existing in the main street component of the Lansdowne Town Center.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states "... (i)in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ..."

- (A) *Whether the proposed special exception is consistent with the Comprehensive Plan.*

The subject site is currently being developed as a Town Center for the Lansdowne community. The applicant has requested a Sign Plan for the 3.5 acre live/work portion of the town center.

- (B) *Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.*

Not applicable.

- (C) *Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.*

Not applicable.

- (D) *Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.*

The Lansdowne Town Center Comprehensive Sign Plan – Phase 2, contains signage that is internally and externally illuminated. External lighting will illuminate the surface of the sign with no spillage onto adjacent properties or roadways (see recommended condition 4).

- (E) *Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.*

The proposed modifications in this application are the same modifications approved for the main street component (ZMOD 2006-0004). The proposal is compatible with the existing town center development.

- (F) *Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.*

Proposed landscaping for freestanding signs are contained within the proposed Sign Plan. Staff has recommended a condition (# 3) that requires the maintenance of all landscaping at the base of the sign.

- (G) *Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.*

Not applicable.

- (H) *Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.*

Not applicable.

- (I) *Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.*

The proposed signs will help guide vehicular and pedestrian traffic to specific destinations within the Lansdowne Town Center. The Pedestrian Directories should be removed from the request since these types of signs are not permitted in the Zoning Ordinance.

- (J) *Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.*

Not applicable.

- (K) *Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.*

Not applicable.

- (L) *Whether the proposed special exception will be served adequately by essential public facilities and services.*

Not applicable.

- (M) *The effect of the proposed special exception on groundwater supply.*

Not applicable.

- (N) *Whether the proposed use will negatively impact orderly and safe road development and transportation.*

Not applicable.

- (O) *Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.*

Additional offices and retail stores will provide employment.

- (P) *Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.*

Not applicable.

(Q) *Whether adequate on and off-site infrastructure is available.*

Not applicable.

(R) *Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.*

Not applicable.

(S) *Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.*

Not applicable.

(T) *The proposed location, lighting, and types of signs in relation to the proposed use, uses in the area, and the sign requirements of this Ordinance.*


The proposal provides a comprehensive sign plan for a portion of the Lansdowne Town Center. Most of the initial concerns have been resolved with revisions to the Sign Plan or in the recommended Conditions of Approval. The request for two Pedestrian Directories should be removed from the request.

VI. ATTACHMENTS		PAGE NUMBER
1. Review Agency Comments		
a. Planning, Comprehensive Planning	(2/27/09, 11/25/08)	A-1
b. Building and Development, Zoning Administration	(5/19/09)	A-10
2. Disclosure of Real Parties in Interest / Reaffirmation		A-12
3. Applicant's Statement of Justification		A-32
4. Applicant's Response to Referral Comments		A-38
5. Comprehensive Sign Plan dated November 10, 2009		attached

County of Loudoun
Department of Planning
MEMORANDUM

DATE: February 27, 2009

TO: Ginny Rowen, Project Manager
Land Use Review

FROM: Marie Genovese, AICP, Planner 
Community Planning

SUBJECT: ZMOD 2008-0009, Lansdowne Village Greens Sign Plan – Second Referral

BACKGROUND

The applicant, Saul Centers Inc., is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan pursuant to the provisions of the Revised 1993 Zoning Ordinance. The subject property, located north of Route 7, east of Belmont Ridge Road (Route 659), and south of Riverside Parkway was rezoned to PD-TC (Planned Development – Town Center) in February 2005 (ZMAP 2003-0006, ZCPA 2003-0003, SPEX 2003-0011, Lansdowne Village Greens), permitting up to 384,700 square feet of retail, office, and recreational uses and 545 residential units on Land Bay E (See Vicinity Map).

A Comprehensive Sign Plan for the entire Lansdowne development was approved by the Board of Supervisors in June 2003 (ZMOD 2002-0004). Following the Lansdowne Village Greens application, a Comprehensive Sign Plan was approved by the Board of Supervisors in October 2006 (ZMOD 2006-0004) for a portion of Land Bay E to address the signage needs for the "Main Street" retail and office center (outlined in blue



The area outlined in black represents Land Bay E, the area shaded in blue represents ZMOD 2006-0004, and the area shaded in yellow represents the area subject to this application.

Attachment: 1 A

A-1

above). The proposed application seeks a Comprehensive Sign Plan for a portion of Land Bay E not included in the previously approved Sign Plan (ZMOD 2006-0004) covering the office, retail, and residential uses located primarily along Diamond Lake Drive (outlined in yellow above).

The applicant has responded to Community Planning's first referral dated October 23, 2008 and first referral addendum dated November 25, 2008. Staff notes, per the County's request the application has been revised to propose a unique sign plan for the subject property (outlined in yellow above). While several sign types have been removed since the first submission (sign types P5, UP1, UP3, UP7, and UP8); several issues remain with proposed signage for the subject site. Staff has outlined outstanding issues below.

OUTSTANDING ISSUES

The Comprehensive Sign Plan for Lansdowne Village Greens includes simple guidelines and illustrative drawings of representative buildings and signage proposed for the development. The proposed sign plan includes permanent ground-mounted entrance signs, directional signs, building-mounted signs, permanent and temporary housekeeping signs, marketing signs, and banners.

Entrance Signs

The applicant is proposing two entrance signs at the southwest (P1) and southeast (P7) corners of Riverside Parkway and Diamond Lake Drive (See Graphic below). Staff notes that an entrance sign similar to sign type P1 is already approved and constructed at Belmont Ridge Road and Promenade Drive. Sign type P1 is proposed to include the name and logo of the project as well as changeable panels identifying tenants within the project, while sign type P7 is proposed to include the project name only. Sign type P1 is approximately 12' in height and uniform in design and composition to the entrance sign already constructed along Belmont Ridge Road and Promenade Drive. Sign type P7 is approximately 5'6" in height and 35'8" in width.

In the first referral, staff questioned the need for both P1 and P7 entrance signs as the information provided is redundant and creates the potential for visual clutter. The applicant's response provides that the two signs serve different purposes at one of the primary entrances to the mixed-use town center. The applicant's response further provides sign type P1 supports the business uses while sign type P7 serves as an architectural entrance feature and focal point, more in the tradition of residential community entrance signs. As this is a mixed-use project, one sign in this location should be sufficient identifying the mixed-use town center rather than both a commercial and residential entrance sign. As shown in the graphics below, the Belmont Ridge Road/Promenade Drive entrance is the primary retail entrance to the site already served by existing signage identifying tenants within the town center while the Riverside Parkway/Diamond Lake Drive entrance is the live/work entrance to the site. To avoid visual clutter the Riverside Parkway/Diamond Lake Drive entrance should

be of a "human-scale" in keeping with the town center character of the development and identify the project only.



Retail entrance at Belmont Ridge Road/Promenade Drive



Live/work entrance at Riverside Parkway/Diamond Lake Drive

While the proposed non-residential entrance signage (P1) is uniform in design and composition to existing entrance signage it is excessive as the primary retail area is already being served by existing signage. Staff recommends providing entrance signage with project identification only. Staff recommends removing sign type P1 and reducing the size of sign type P7 to be more in keeping with the pedestrian scale of a town center development. Lastly, staff recommends the applicant commit to landscaping surrounding the project identification entrance signage utilizing native species as much as possible and a commitment to long-term maintenance of the landscaping.

Directional Signage

The applicant is proposing two site directional signs (sign type P2) along Diamond Lake Drive as well as two pedestrian directories (sign type P3) along pedestrian walkways. Sign type P2 is proposed to contain pedestrian and/or directional information for users, major tenant destinations, site services such as parking, loading dock receiving locations, or other directional information. They are proposed to be approximately 8.5 feet in height and consist of metal and vinyl. Pedestrian directories (sign type P3) are proposed to have two sides and may contain display panels, directory maps, event announcements, and advertising for tenants and users. They are proposed to be approximately 6.5 feet in height and consist of metal, glass, and acrylic.

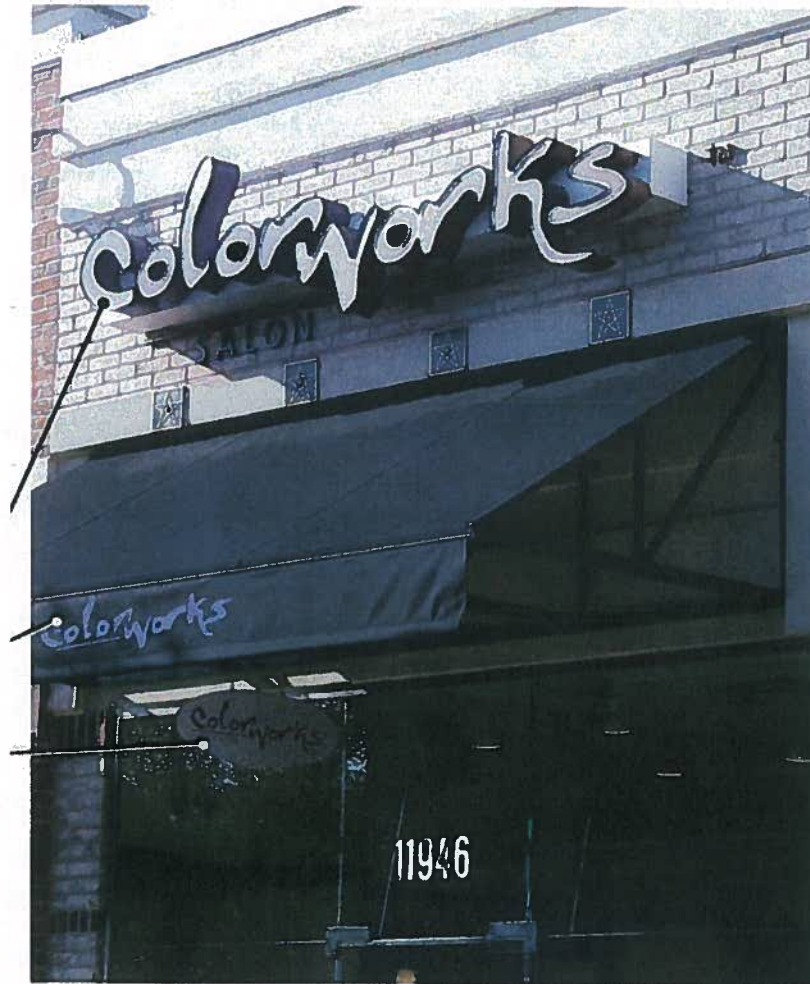
Zoning Administration staff has determined that sign type P2 cannot contain advertising and therefore will need to remove tenant names. Staff concurs that directional signs should be for wayfinding purposes only and should not provide individual tenant information. Staff also agrees with Zoning Administration that the size and scale of this signage should be reduced in keeping with the pedestrian nature of the development. Zoning Administration staff has also determined that sign type P3 is not a permitted sign type and will need to be removed from the sign plan; therefore, staff has not provided any comments regarding the pedestrian directories (see Zoning Administration first and second referrals).

Staff recommends the applicant remove tenant names from site directional signs (sign type P2) as these signs should be for wayfinding purposes only. Staff further recommends reducing the size and scale of sign type P2 in keeping with the pedestrian scale of the town center. Sign type P3 should be removed from the sign plan (see Zoning Administration first and second referrals).

Building-Mounted Signage

Building-mounted office tenant signs (UP2.2) and in-line retail center signs (UP5) are proposed. Staff continues to have concerns regarding the amount of in-line retail center signage proposed. The applicant is proposing a maximum 75 square foot aggregate sign area per building façade per retail tenant for the following sign types: (a) one primary building-mounted sign per façade (except

for rear of building – see “c”, (b) storefront graphics applied to glass, (c) one secondary building-mounted sign per rear façade, and (d) under canopy or flagmount (blade) sign. In-line retail stores may also include awning signage that will not be applied to the maximum aggregate sign area. The sign plan states that the number of signs per tenant will vary and may include any combination of the above mentioned sign types. The example provided in the Sign Plan (see below) shows a primary building-mounted sign (a), awning graphics, and an under canopy blade sign (d). As shown in this graphic all three signs provide redundant information and create visual clutter. Furthermore, as currently proposed an individual tenant could have additional signage provided sign types a through d as described above do not exceed 75 square feet.



Example of typical in-line retail signage from sign plan (includes primary building mounted signage, awning graphics, and under canopy blade signage)

The response to staff's comments provides sign type UP5 allows for the same "tasteful signage that exists in the adjoining portion of the town center". While staff understands the signage proposed was previously approved for the portion of the town center west of the subject application (ZMOD 2006-0004), staff maintains that the amount of signage adds to visual clutter and detracts from the

overall pedestrian-oriented building façades. Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants are enhanced. One primary building-mounted sign per façade as well as one under canopy or flagmount (blade) sign will be sufficient to provide recognition to both pedestrians and automobiles.

Staff recommends reducing the number of signs proposed for the in-line retail stores (UP5) to one building-mounted sign per façade and one under canopy or flagmount (blade) sign; additional signage is unnecessary and adds to visual clutter.

Housekeeping and Marketing Signs

Permanent (sign type HP1) and temporary (sign types HT1 and HT2) housekeeping signs as well as commercial marketing signs (sign type M1) are proposed. The Sign Location Plan provides that housekeeping and marketing signs will be permitted at various locations. The applicant has updated the sign plan to include the maximum number of signs.

A maximum of 20 permanent housekeeping signs (sign type HP1) are proposed. The sign plan shows an illustration of a potential permanent housekeeping sign with the message "Thank you for not littering". The sign plan provides the message shown is an example only; therefore, staff is unsure what type of information the proposed sign type will provide. Signage proposed should provide information as to the location of specific uses (i.e. parking, restrooms, etc.). Staff questions the need for signage that states "Thank you for not littering". In addition, the amount of signs proposed appears excessive given the size of the area the sign plan covers (less than 3.5 acres). Staff notes the applicant is also proposing two site directional signs (sign type P2)¹ that will provide wayfinding information for pedestrians and vehicles.

Temporary housekeeping signs (sign types HT1 -small and HT2 - large) and commercial marketing signs (sign type M1) are proposed to have a maximum of 4 signs each. All three sign types as shown in the sign plan state the message shown is an example only. The amount of commercial marketing signs (sign type M1) proposed appears excessive given the small area the sign plan covers (less than 3.5 acres). One marketing sign should be sufficient to relay information to potential tenants and will help to reduce visual clutter.

Staff requests the applicant provide all possible messages for permanent and temporary housekeeping signs. Messages provided on both permanent and temporary housekeeping signs should provide wayfinding information only. Staff recommends reducing the number of permanent housekeeping signs as the amount proposed appears excessive and adds

¹ The applicant is also proposing two pedestrian directories (sign type P3); however, zoning administration staff has determined that this is not a permitted sign type and will need to be removed from the sign plan.

to visual clutter. The proposed site directional signs (sign type P2) already provide wayfinding information at two locations along Diamond Lake Drive. Lastly, staff recommends reducing the number of commercial marketing signs to a maximum of one to help reduce visual clutter.

Banners

Banners mounted on light poles with graphics on both sides are also proposed within the development. The applicant is proposing up to two banners per light pole (11 light poles) for a total of 22 banners. These banners may be changed to provide seasonal decoration and are not intended to provide tenant/user names or advertising, but may include the project name and logo. Business land use policies call for the mitigation of parking, signs, and other associated activities on the community (*Revised General Plan, Chapter 6, General Business Land Use Policy 3b*). Banners have the potential of detracting from the vistas created by the relationship between the streets, buildings and landscape within a community and contribute to the creation of visual clutter.

Staff reiterates the proposed banners are not consistent with the signage anticipated in a mixed-use community where the streetscape, buildings and landscape should remain the predominate feature, not the signage. The proposed banners have the potential of contributing to visual clutter and provide the same information as provided on the proposed traditional signage. If permitted, the proposed banners should be less obtrusive, fewer in number, and more in keeping with the character of the buildings in the community. Restraint should also be used in selecting colors for the banners. A condition of approval should be developed to ensure that the proposed banners will not be used for advertising.

RECOMMENDATIONS

Community Planning staff is unable to recommend approval of the Zoning Modification request until the issue of visual clutter is addressed. Specifically, staff recommends the applicant provide one entrance sign at Riverside Parkway and Diamond Lake Drive that provides project identification only; provide wayfinding information only on site directional signage; remove pedestrian directories and light pole banners from the sign plan; reduce the number of signs proposed (in-line retail stores, permanent housekeeping, and commercial marketing); reduce the size and scale of proposed signage to promote the pedestrian-oriented town center development (project entry signage and site directional signage); and provide a commitment to landscaping utilizing native species as much as possible surrounding the project entry signage and a commitment to long-term maintenance of the landscaping.

cc: Julie Pastor, AICP, Director, Planning
Cindy Keegan, AICP, Program Manager, Community Planning via e-mail

County of Loudoun
Department of Planning
MEMORANDUM

DATE: November 25, 2008

TO: Ginny Rowen, Project Manager
Land Use Review

FROM: Marie Genovese, AICP, Planner
Community Planning

**SUBJECT: Addendum to First Referral Dated October 23, 2008
ZMOD 2008-0009, Lansdowne Village Greens Sign Plan –
Tenant Sidewalk Signs, Housekeeping and Marketing Signs**

This memo is an addendum to Community Planning's first referral on the Lansdowne Village Greens Sign Plan application (ZMOD 2008-0009). Staff inadvertently left off sign types UP8, HP1, HT1, HT2, and M1.

A Comprehensive Sign Plan for the entire Lansdowne development was approved by the Board of Supervisors in June 2003 (ZMOD 2002-0004). Following the Lansdowne Village Greens application, a Comprehensive Sign Plan was approved by the Board of Supervisors in October 2006 (ZMOD 2006-0004) for a portion of Land Bay E to address the signage needs for the "Main Street" retail and office center (outlined in blue). The proposed Comprehensive Sign Plan seeks to expand the area



The area outlined in black represents Land Bay E, the area shaded in blue represents ZMOD 2006-0004, and the area shaded in yellow represents the area subject to this application.

approved with ZMOD 2006-0004 to cover the office, retail, and residential uses located primarily along Diamond Lake Drive (outlined in yellow).

The Statement of Justification states the applicant proposes tenant sidewalk signs (UP8), temporary and permanent housekeeping signs (HP1, HT1, HT2), and marketing signs (M1) approved with ZMOD 2006-0004 at various locations throughout the subject property. Locations are not shown on the Sign Location Plan.

Tenant Sidewalk Signs

The applicant is proposing one tenant sidewalk sign per tenant (sign type UP8). Sidewalk signs may be two-sided and must not be larger than 2 feet wide by 3 feet tall. The applicant is also proposing a variety of building-mounted signage for in-line retail stores (see October 23, 2008 referral). The proposed tenant sidewalk signs will add to visual clutter as well as provide an impediment within the sidewalk area.

Staff recommends removing the tenant sidewalk signs (sign type UP8) from the subject property as this sign type will add to visual clutter as well as provide an intrusion along the pedestrian travelway.

Housekeeping and Marketing Signs

The applicant is proposing one permanent housekeeping sign (sign type HP1) and two temporary housekeeping signs (sign types HT1 and HT2) as well as marketing signs (sign type M1). Staff notes there are no restrictions on the number of housekeeping and marketing signs proposed.

Staff requests the applicant provide additional information regarding the number of housekeeping and marketing signs proposed.

cc: Julie Pastor, AICP, Director, Planning
Cindy Keegan, AICP, Program Manager, Community Planning via e-mail

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING ADMINISTRATION REFERRAL

DATE: May 19, 2009

TO: Ginny Rowen, Project Manager, Department of Planning

FROM: Amy Lohr, Planner, Zoning Administration *AL*

CC: Marilee L. Seigfried, Deputy Zoning Administrator
Marsha Keim, Zoning Permits



CASE NUMBER AND NAME: ZMOD 2008-0009, Lansdowne Village Greens Sign Plan
3rd Referral

TAX MAP/PARCEL NUMBER (PIN): Portion of /62/K45///PH1/ (113-40-5389)
Portion of /62/K45///PH4/ (113-40-4919)
/62/K45///PHF/ (113-30-5855)
/62/K45///PHU/ (113-30-7439)
/62/K45///PHV/ (113-30-5726)

Staff has reviewed the third submission of the referenced **zoning modification** (ZMOD) application to include the materials identified on the transmittal sheet dated April 21, 2009 (attached). The subject properties are zoned Planned Development-Town Center (PD-TC) under the Revised 1993 Loudoun County Zoning Ordinance. Staff offers the following comments regarding this application:

A. CRITICAL ISSUES

1. Housekeeping Signs – Small: Type HP1 (p. 2D & 20). Staff reiterates that a sign saying “Thank you for not littering” is not consistent with the definition of an informational sign, as it does not identify the location of an area for the public. Revise the example message on page 20 to be consistent with the definition. (Prior comment A.1)
2. Pedestrian Directory: Type P3 (p. 2B & 12). Staff reiterates that this is not a permitted sign type as proposed by the applicant and must be removed from the sign plan. By definition, “Sign, directory” is “A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.” The Sign Requirements matrix allows for directories only in conjunction with office uses under Section 5-1204(D)(3)(q) and those office directories may not be visible from outside the building. Outdoor pedestrian directories as proposed by the applicant are not permitted. Finally, it is not appropriate to use Section 5-1204(D)(3)(ii), as this section is for business signs for businesses not listed in the matrix (e.g. banks). (Prior comment A.2)

3. Business Location Sign: Type P2 (p. 2A). In the Revised 1993 Loudoun County Zoning Ordinance column on page 2A, the listed specifications are incorrect. List the requirements for Section 5-1204(D)(7)(h) in this column.

B. OTHER ISSUES

1. Business Location Sign: Type P2 (p. 2A & 11). Staff reiterates that directional signs should not exceed 4 square feet and be no taller than 3 feet. The proposed signs far exceed Ordinance standards and should be revised to be more consistent with the Ordinance. (Prior comment A.4)
2. Project Entry Monument: Type P1 (p. 9 & 10). Staff reiterates that tenant names on this sign should be subordinate to the naming of the town center. (Prior comment B.2)
3. Staff appreciates that representatives from Saul Holdings, LP and Lansdowne Town Center are investigating the matter of the existing banners along Belmont Ridge Road. Staff reiterates that these banners are prohibited due to their visibility from public roads and inconsistency with ZMOD 2006-0004. (Prior comment B.3)
4. Above Ground Floor Tenant Signs: Type UP2.2 and In-Line Ground Floor Signs: Type UP5 (p. 15—19). Staff reiterates the recommendation for an additional graphic illustrating how these sign types would appear together on front, side and rear elevations. (Prior comment B.5)

Important! The adopted Affidavit and Reaffirmation of Affidavit forms shall not be altered or modified in any way. Any form that is altered or modified in any way will not be accepted.

REAFFIRMATION OF AFFIDAVIT

In reference to the Affidavit dated August 12, 2009
(enter date of affidavit)

For the Application Lansdowne Town Center CSP – Phase 2, with Number(s) ZMOD 2008-0009
[enter Application name(s)] [enter Application number(s)]

I, Jeffrey A. Nein, do hereby state that I am an

(check one) Applicant (must be listed in Paragraph C of the above-described affidavit)
X Applicant's Authorized Agent (must be listed in Paragraph C of the above-described affidavit)

And that to the best of my knowledge and belief, the following information is true:

(check one) X I have reviewed the above-described affidavit, and the information contained therein is true and complete as of November 13, 2009, or;
(today's date)

 I have reviewed the above-described affidavit, and I am submitting a new affidavit which includes changes, deletions or supplemental information to those paragraphs of the above-described affidavit indicated below:

(Check if applicable)

- Paragraph C-1
- Paragraph C-2
- Paragraph C-3
- Paragraph C-4(a)
- Paragraph C-4(b)
- Paragraph C-4(c)



WITNESS the following signature:

Jeffrey A. Nein
check one: [] Applicant or [X] Applicant's Authorized Agent

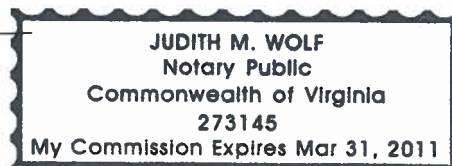
Jeffrey A. Nein, Senior Land Use Planner
(Type or print first name, middle initial and last name and title of signee)

Subscribed and sworn before me this 13th day of November, 2009,
in the State/Commonwealth of Virginia, in the County/City of Fairfax.

My Commission Expires: 3/31/2011

Notary Registration Number: 273145

Judith M. Wolf
Notary Public



I, Jeffrey A. Nein, do hereby state that I am an

 Applicant

X Applicant's Authorized Agent listed in Section C.1. below

in Application Number(s): ZMOD 2008-0009

and that to the best of my knowledge and belief, the following information is true:

C. DISCLOSURES: REAL PARTIES IN INTEREST AND LAND USE PROCEEDINGS

1. REAL PARTIES IN INTEREST

The following constitutes a listing of the names and addresses of all **APPLICANTS, TITLE OWNERS, CONTRACT PURCHASERS** and **LESSEES** of the land described in the application* and if any of the forgoing is a **TRUSTEE**** each **BENEFICIARY** of such trust, and all **ATTORNEYS**, and **REAL ESTATE BROKERS**, and all AGENTS of any of the foregoing.

All relationships to the persons or entities listed above in **BOLD** print must be disclosed. Multiple relationships may be listed together (ex. Attorney/Agent, Contract Purchaser/Lessee, Applicant/Title Owner, etc.) For a multiple parcel application, list the Parcel Identification Number (PIN) of the parcel(s) for each owner(s).

PIN	NAME (First, M.I., Last)	ADDRESS (Street, City, State, Zip Code)	RELATIONSHIP (Listed in bold above)
	Saul Centers, Inc. - Brian (nmi) Downie	7501 Wisconsin Avenue, Suite 1500 Bethesda, MD 20814-6522	Applicant
113-40-5389 113-40-4919 113-30-5726 113-30-7439	Lansdowne Town Center, LLC - Steven L. Fritz - Steven Hahn	19112 Xerox Drive Lansdowne, VA 20176	Title Owner
113-30-5855	ED Park Plaza Real Estate, LLC -Javier Castro	c/o Denning Development 1010 Wisconsin Avenue, Suite 303 Washington, D.C. 20007	Title Owner
	Brown & Craig, Inc. dba Brown Craig Turner - Earl Sipes	100 N. Charles Street, 18 th Floor Baltimore, MD 21201	Agent/Architect
	Cooley Godward Kronish LLP -Antonio J. Calabrese -Mark C. Looney -Colleen Gillis Snow -Shane M. Murphy -Jeffrey A. Nein	11951 Freedom Drive, Suite 1500 Reston, VA 20190-5656	Agent/Attorney

* In the case of a condominium, the title owner, contract purchaser, or lessee of 10% or more of the units in the condominium.

** In the case of a TRUSTEE, list Name of Trustee, name of Trust, if applicable, and name of each beneficiary.

Check if applicable:

 There are additional Real Parties in Interest. See Attachment to Paragraph C-1.

Revised October 21, 2008

A-28

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Lansdowne Town Center, LLC, 19112 Xerox Drive, Lansdowne, VA 20176

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

 There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

 There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

 There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Beazer Homes Corp.	
Centex Homes	
Van Metre Lansdowne Town Center, LLC	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
Stephen L. Fritz	Executive Member/Managing Member
Richard J. Rabil	Executive Member
Don Knutsen	Executive Member

Check if applicable:

 There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Beazer Homes Corp., 14901 Bogle Drive, Suite 100, Chantilly, VA 20151

Description of Corporation:

☐ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☒ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

<i>SHAREHOLDER NAME</i> <i>(First, M.I., Last)</i>	<i>SHAREHOLDER NAME</i> <i>(First, M.I., Last)</i>

Names of Officers and Directors:

<i>NAME</i> <i>(First, M.I., Last)</i>	<i>Title</i> <i>(e.g. President, Treasurer)</i>

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Centex Homes, 3684 Centerview Drive, Suite 100, Chantilly, VA 20151

Description of Corporation:

☐ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☒ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Van Metre Lansdowne Town Center, LLC, 5252 Lyngate Court, Burke, VA 22015

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Albert G. Van Metre, Jr.	
Kenneth A. Ryan	
Richard J. Rabil	
W. Brad Gable	
Van Metre Family Trust	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

ED Park Plaza Real Estate, LLC, c/o Denning Development, 1010 Wisconsin Avenue, Suite 303, Washington, DC 20007

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

___ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

___ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

___ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Lansdowne Park Plaza, LLC	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

___ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Lansdowne Park Plaza, LLC, c/o Denning Development, 1010 Wisconsin Avenue, Suite 303, Washington, DC 20007

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

___ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

___ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

___ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Ellis Denning Lansdowne, LLC	
Rock Lansdowne Holdings, LLC	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

___ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Ellis Denning Lansdowne, LLC, c/o Denning Development, 1010 Wisconsin Avenue, Suite 303, Washington, DC 20007

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

___ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

___ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

___ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Andrew Schwartzberg	
Marc Weller	
Kevin Sadowski	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

___ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Rock Lansdowne Holdings, LLC, c/o Denning Development, 1010 Wisconsin Avenue, Suite 303, Washington, DC 20007

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

___ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

___ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

___ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Javier Castro	
Mil Wallen	
Jeff Black	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

___ There is additional Corporation Information. See Attachment to Paragraph C-2.

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Van Metre Family Trust, 5252 Lyngate Court, Burke, VA 22015

Description of Corporation:

X There are 100 or fewer shareholders and all shareholders are listed below.

___ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

___ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

___ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Alison Van Metre Paley	
Albert G. Van Metre, Jr.	
Van Metre Family Foundation, Inc.	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

___ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Van Metre Family Foundation, Inc., 5252 Lyngate Court, Burke, VA 22015

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
None- Private Charitable Foundation	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Saul Centers, Inc., 7501 Wisconsin Avenue, Suite 1500, Bethesda, MD 20814-6522

Description of Corporation:

☐ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☒ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

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Name and Address of Corporation: (complete name, street address, city, state, zip code)

Brown & Craig, Inc., dba Brown Craig Turner, 100 N. Charles Street, 18th Floor, Baltimore, MD 21201

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Robert W. Gehrman	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☐ There is additional Corporation Information. See Attachment to Paragraph C-2.

3. PARTNERSHIP INFORMATION

The following constitutes a listing of all of the **PARTNERS**, both **GENERAL** and **LIMITED**, in any partnership disclosed in the affidavit.

Partnership name and address: (complete name, street address, city, state, zip)

Cooley Godward Kronish LLP, 11951 Freedom Drive, Suite 1500, Reston, VA 20190

X (check if applicable) The above-listed partnership has no limited partners.

Names and titles of the Partners:

<i>NAME</i> (First, M.I., Last)	<i>Title</i> (e.g. General Partner, Limited Partner, etc)
Jane K. Adams	Partner
Gian-Michele a Marca	Partner
Maureen P. Alger	Partner
Gordon C. Atkinson	Partner
Michael A. Attanasio	Partner
Jonathan P. Bach	Partner
Celia Goldwag Barenholtz	Partner
Frederick D. Baron	Partner
James A. Beldner	Partner

Check if applicable:

X Additional Partnership information attached. See Attachment to Paragraph C-3.

NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)	NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)
Keith J. Berets	Partner	Lester J. Fagen	Partner
Laura A. Berezin	Partner	Brent D. Fassett	Partner
Russell S. Berman	Partner	David J. Fischer	Partner
Laura Grossfield Birger	Partner	M. Wainwright Fishburn, Jr.	Partner
Barbara L. Borden	Partner	M. Manuel Fishman	Partner
Jodie M. Bourdet	Partner	Keith A. Flaum	Partner
Wendy J. Brenner	Partner	Grant P. Fondo	Partner
Matthew J. Brigham	Partner	Daniel W. Frank	Partner
Robert J. Brigham	Partner	Richard H. Frank	Partner
John P. Brockland	Partner	William S. Freeman	Partner
James P. Brogan	Partner	Steven L. Friedlander	Partner
Nicole C. Brookshire	Partner	Thomas J. Friel, Jr.	Partner
Alfred L. Browne, III	Partner	Koji F. Fukumura	Partner
Matthew D. Brown	Partner	James F. Fulton, Jr.	Partner
Matthew T. Browne	Partner	Philip J. Gall	Partner
Robert T. Cahill	Partner	William S. Galliani	Partner
Antonio J. Calabrese	Partner	Stephen D. Gardner	Partner
Linda F. Callison	Partner	John M. Geschke	Partner
Roel C. Campos	Partner	Kathleen A. Goodhart	Partner
William Lesse Castleberry	Partner	Lawrence C. Gottlieb	Partner
Lynda K. Chandler	Partner	Shane L. Goudey	Partner
Dennis (nmi) Childs	Partner	William E. Grauer	Partner
Ethan E. Christensen	Partner	Jonathan G. Graves	Partner
Richard E. Climan	Partner	Kimberley J. Kaplan-Gross	Partner
Samuel S. Coates	Partner	Paul E. Gross	Partner
Alan S. Cohen	Partner	Kenneth L. Guernsey	Partner
Thomas A. Coll	Partner	Patrick P. Gunn	Partner
Joseph W. Conroy	Partner	Zvi (nmi) Hahn	Partner
Jennifer B. Coplan	Partner	John B. Hale	Partner
Carolyn L. Craig	Partner	Andrew (nmi) Hartman	Partner
John W. Crittenden	Partner	Bernard L. Hatcher	Partner
Janet L. Cullum	Partner	Matthew B. Hemington	Partner
Nathan K. Cummings	Partner	Cathy Rae Hershcopf	Partner
John A. Dado	Partner	John (nmi) Hession	Partner
Craig E. Dauchy	Partner	Gordon K. Ho	Partner
Darren K. DeStefano	Partner	Suzanne Sawochka Hooper	Partner
Scott D. Devereaux	Partner	Mark M. Hrenya	Partner
Jennifer Fonner DiNucci	Partner	Christopher R. Hutter	Partner
James J. Donato	Partner	Jay R. Indyke	Partner
Michelle C. Doolin	Partner	Craig D. Jacoby	Partner
John C. Dwyer	Partner	Eric C. Jensen	Partner
Robert L. Eisenbach, III	Partner	Robert L. Jones	Partner

Check if applicable:

X Additional information for Item C-3 is included on an additional copy of page C-3.

NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)	NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)
Barclay J. Kamb	Partner	Timothy J. Moore	Partner
Richard S. Kanowitz	Partner	Webb B. Morrow, III	Partner
Jeffrey S. Karr	Partner	Kevin P. Mullen	Partner
Scott L. Kaufman	Partner	Frederick T. Muto	Partner
Sally A. Kay	Partner	Ryan (nmi) Naftulin	Partner
J. Michael Kelly	Partner	Stephen C. Neal	Partner
Jason L. Kent	Partner	James E. Nesland	Partner
James C. Kitch	Partner	Alison (nmi) Newman	Partner
Michael J. Klisch	Partner	William H. O'Brien	Partner
Michael H. Knight	Partner	Thomas D. O'Connor	Partner
Jason (nmi) Koral	Partner	Vincent P. Pangrazio	Partner
Barbara A. Kosacz	Partner	Timothy G. Patterson	Partner
Kenneth J. Krisko	Partner	Anne H. Peck	Partner
John G. Lavoie	Partner	D. Bradley Peck	Partner
Robin J. Lee	Partner	Susan Cooper Philpot	Partner
Shira Nadich Levin	Partner	Benjamin D. Pierson	Partner
Alan (nmi) Levine	Partner	Frank V. Pietrantonio	Partner
Michael S. Levinson	Partner	Mark B. Pitchford	Partner
Elizabeth L. Lewis	Partner	Michael L. Platt	Partner
Michael R. Lincoln	Partner	Christian E. Plaza	Partner
James C. T. Linfield	Partner	Lori R.E. Ploeger	Partner
David A. Lipkin	Partner	Thomas F. Poche	Partner
Chet F. Lipton	Partner	Anna B. Pope	Partner
Cliff Z. Liu	Partner	Marya A. Postner	Partner
Samuel M. Livermore	Partner	Steve M. Przesmicki	Partner
Douglas P. Lobel	Partner	Seth A. Rafkin	Partner
J. Patrick Loofbourrow	Partner	Frank F. Rahmani	Partner
Mark C. Looney	Partner	Marc (nmi) Recht	Partner
Robert B. Lovett	Partner	Thomas Z. Reicher	Partner
Andrew P. Lustig	Partner	Eric M. Reifschneider	Partner
Michael X. Marinelli	Partner	Michael G. Rhodes	Partner
John T. McKenna	Partner	Michelle S. Rhyu	Partner
Daniel P. Meehan	Partner	Julie M. Robinson	Partner
Beatriz (nmi) Mejia	Partner	Ricardo (nmi) Rodriguez	Partner
Thomas C. Meyers	Partner	Adam C. Rogoff	Partner
Erik B. Milch	Partner	Jane (nmi) Ross	Partner
Robert H. Miller	Partner	Richard S. Rothberg	Partner
Chadwick L. Mills	Partner	Adam J. Ruttenberg	Partner
Brian E. Mitchell	Partner	Adam (nmi) Salassi	Partner
Patrick J. Mitchell	Partner	Thomas R. Salley, III	Partner
Ann M. Mooney	Partner	Richard S. Sanders	Partner
Gary H. Moore	Partner	Glen Y. Sato	Partner

Check if applicable:

X Additional information for Item C-3 is included on an additional copy of page C-3.

NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)	NAME (First, M.I., Last)	Title (e.g. General Partner, Limited Partner, etc)
Martin S. Schenker	Partner	John H. Toole	Partner
Joseph A. Scherer	Partner	Robert J. Tosti	Partner
Paul H. Schwartz	Partner	Michael S. Tuscan	Partner
Renee (nmi) Schwartz	Partner	Edward Van Geison	Partner
William J. Schwartz	Partner	Miguel J. Vega	Partner
Brent B. Siler	Partner	Erich E. Veitenheimer, III	Partner
Gregory A. Smith	Partner	Aaron J. Velli	Partner
Whitty (nmi) Somvichian	Partner	Robert R. Vieth	Partner
Mark D. Spoto	Partner	Lois K. Voelz	Partner
Wayne O. Stacy	Partner	Craig A. Waldman	Partner
Neal J. Stephens	Partner	Kent M. Walker	Partner
Donald K. Stern	Partner	David A. Walsh	Partner
Michael D. Stern	Partner	David M. Warren	Partner
Anthony M. Stiegler	Partner	Steven K. Weinberg	Partner
Steven M. Strauss	Partner	Thomas S. Welk	Partner
Myron G. Sugarman	Partner	Christopher A. Westover	Partner
Christopher J. Sundermeier	Partner	Francis R. Wheeler	Partner
Ronald R. Sussman	Partner	Brett D. White	Partner
C. Scott Talbot	Partner	Peter J. Willsey	Partner
Mark P. Tanoury	Partner	Nancy H. Wojtas	Partner
Philip C. Tencer	Partner	Jessica R. Wolff	Partner
Gregory C. Tenhoff	Partner	Nan (nmi) Wu	Partner
Michael E. Tenta	Partner	John F. Young	Partner
Timothy S. Teter	Partner	Kevin J. Zimmer	Partner
ADDITIONS:			
Elias J. Blawie	Partner		
Renee R. Deming	Partner		
Sonya F. Erickson	Partner		
Alison J. Freeman-Gleason	Partner		
Jon E. Gavenman	Partner		
Kevin F. Kelly	Partner		
Natasha V. Leskovsek	Partner		
Mark A. Medearis	Partner		
Keith A. Miller	Partner		
Amy E. Paye	Partner		
John W. Robertson	Partner		
John H. Sellers	Partner		
Mark B. Weeks	Partner		
Mark (nmi) Windfield-Hansen	Partner		
Mavis L. Yee	Partner		

Check if applicable:

X Additional information for Item C-3 is included on an additional copy of page C-3.

4. ADDITIONAL INFORMATION

- a. One of the following options **must** be checked:

☐ In addition to the names listed in paragraphs C. 1, 2, and 3 above, the following is a listing of any and all other individuals who own in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

☒ Other than the names listed in C. 1, 2 and 3 above, no individual owns in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(a).*

- b. That no member of the Loudoun County Board of Supervisors, Planning Commission, Board of Zoning Appeals or any member of his or her immediate household owns or has any financial interest in the subject land either individually, by ownership of stock in a corporation owning such land, or though an interest in a partnership owning such land, or as beneficiary of a trust owning such land.

EXCEPT AS FOLLOWS: (If none, so state). NONE.

Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(b).*

- c. That within the twelve-month period prior to the public hearing for this application, no member of the Loudoun County Board of Supervisors, Board of Zoning Appeals, or Planning Commission or any member of his immediate household, either individually, or by way of partnership in which any of them is a partner, employee, agent or attorney, or through a partner of any of them, or through a corporation (as defined in the Instructions at Paragraph B.3) in which any of them is an officer, director, employee, agent or attorney or holds 10% or more of the outstanding bonds or shares of stock of a particular class, has or has had any business or financial relationship (other than any ordinary customer or depositor relationship with a retail establishment, public utility, or bank), including receipt of any gift or donation having a value of \$100 or more, singularly or in the aggregate, with or from any of those persons or entities listed above.

EXCEPT AS FOLLOWS: (If none, so state). NONE.

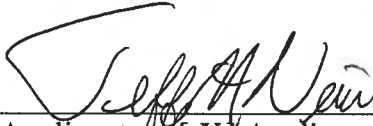
Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(c).*

D. COMPLETENESS

That the information contained in this affidavit is complete, that all partnerships, corporations (as defined in Instructions, Paragraph B.3), and trusts owning 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, OR LESSEE of the land have been listed and broken down, and that prior to each hearing on this matter, I will reexamine this affidavit and provide any changed or supplemental information, including any gifts or business or financial relationships of the type described in Section C above, that arise or occur on or after the date of this Application.

WITNESS the following signature:



check one: ☐ Applicant or ☒ Applicant's Authorized Agent

Jeffrey A. Nein, AICP Senior Land Use Planner

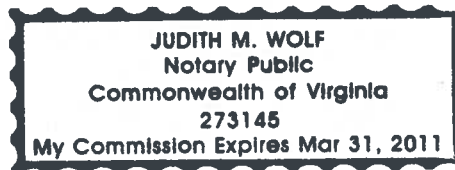
(Type or print first name, middle initial and last name and title of signee)

Subscribed and sworn before me this 15th day of April, 2009,
in the State/Commonwealth of Virginia, in the County/City of Fairfax.



Notary Public

My Commission Expires: 3/31/2011



SAUL CENTERS, INC.

**LANSDOWNE VILLAGE GREENS TOWN CENTER - PHASE 2
COMPREHENSIVE SIGN PLAN
ZMOD 2008-0009**

**STATEMENT OF JUSTIFICATION
(revised April 15, 2009)**



INTRODUCTION

Saul Centers, Inc., (the "Applicant") is proposing a Comprehensive Sign Plan (the "Application") to cover the office, retail and residential uses located primarily along Diamond Lake Drive within the Town Center Core that were not included in the previously approved Town Center Sign Plan (ZMOD 2006-0004). Diamond Lake Drive is the main access point to the Town Center from Riverside Parkway. This second sign plan for the Town Center will continue the signage theme established by the previously approved sign plan.

PROJECT LOCATION AND OVERVIEW

Lansdowne Village Greens is zoned PD-TC and is designated for retail, office and residential uses on the approved Lansdowne Village Greens Concept Development Plan (ZMAP 2003-0006). The Town Center area is generally located north of Route 7, east of Belmont Ridge Road/Route 659, and south of Riverside Parkway. The Lansdowne Town Center is characterized as a residential, retail and office development that embraces a Main Street typology utilizing multi-story mixed-use buildings, as well as free-standing buildings, with a total land area of approximately 23.37 acres.

PROPOSED SIGNAGE

The proposed Town Center Sign Plan includes signs for locating and identifying the Town Center businesses and services, and signs for the sales and marketing of the retail stores and office tenants, as well as informational signs for the benefit of customers and visitors. All the signs are designed to be complementary to the architecture and subordinate to the mix of permitted uses and to be consistent with previously approved signage for the Town Center.

The sign types proposed for the sign plan area identified in the Application are as follows:

- Project Entry Monument: Type P1 (pages 8 through 10)
- Business Location Sign: Type P2 (page 11)
- Pedestrian Directory: Type P3 (page 12)
- Light Pole Banners: Type P5.1 (page 13)
- Project Entry Monument (Residential): Type P7 (page 14)
- Above Ground Floor Tenant Signs: Type UP2.2 (pages 15 and 16)
- In-Line Ground Floor Signs: Type UP5 (pages 17 through 19)

The locations of all of the above-referenced signs proposed for the Application are identified on page 4 of the sign plan.

In addition, the Applicant proposes that the following sign types to be permitted at various locations throughout the sign plan area:

- Housekeeping Signs – Small: Type HP1 (page 20)
- Housekeeping Signs – Large: Type HT2 (page 21)
- Marketing Signs – Commercial: Type M1 (page 22)

SUMMARY

The sign plan area proposed by the Application covers the retail, office and residential uses within the mixed-use buildings along Diamond Lake Drive, the Town Center's main access route from Riverside Parkway, and along Town Green Drive. This Application provides for a continuity of coordinated signage within the Town Center and provides signage that will enhance the attractiveness of the Town Center and will assist in the efficient and safe movement of vehicles and pedestrians. The Applicant respectfully requests favorable consideration of this Application by the Staff, the Planning Commission and the Board of Supervisors.

MATTERS FOR CONSIDERATION

1993 ZONING ORDINANCE SECTION 6-1211(E)

- Matter 1. *Whether the proposed zoning district classification is consistent with the Comprehensive Plan.*

The Lansdowne Village Greens Town Center is subject to the Revised General Plan's Suburban Policy Area land use recommendations. In particular, the Town Center is designated as Keynote Employment and is zoned PD-TC.

- Matter 2. *Whether there are any changed or changing conditions in the area affected that make the proposed rezoning appropriate.*

As a developing commercial center, it is especially important for the Town Center to implement a unified signage system to identify community facilities and to direct visitors, residents and employees to those facilities.

- Matter 3. *Whether the range of uses in the proposed zoning district classification are compatible with the uses permitted on other property in the immediate area.*

The proposed signs will not adversely impact adjacent uses.

- Matter 4. *Whether adequate utility, sewer and water, transportation, school and other facilities exist or can be provided to serve the uses that would be permitted on the property if it were rezoned.*

Not applicable to this application.

- Matter 5. *The effect of the proposed rezoning on the County's ground water supply.*

Not applicable to this application.

- Matter 6. *The effect of uses allowed by the proposed rezoning on the structural capacity of the soils.*

Not applicable to this application.

- Matter 7. *The impact that the uses that would be permitted if the property were rezoned will have upon the volume of vehicular and pedestrian traffic safety in the vicinity and whether the proposed rezoning uses sufficient measures to mitigate the impact of through construction traffic on existing neighborhoods and school areas.*

The proposed signs will be designed to located to effectively and efficiently guide vehicular traffic and pedestrians to their intended destinations. The directional signage will facilitate the safe movement of all traffic.

Matter 8. *Whether a reasonably viable economic use of the subject property exists under the current zoning.*

Not applicable to this application.

Matter 9. *The effect of the proposed rezoning on the environment or natural features, wildlife habitat, vegetation, water quality and air quality.*

Not applicable to this application.

Matter 10. *Whether the proposed rezoning encourages economic development activities in areas designated by the Comprehensive Plan and provides desirable employment and enlarges the tax base.*

The proposed signs will add to the attractiveness of the Town Center and enhance its economic activities.

Matter 11. *Whether the proposed rezoning considers the needs of agriculture, industry and businesses in future growth.*

Not applicable to this application.

Matter 12. *Whether the proposed rezoning considers the current and future requirements of the community as to land for various purposes as determined by population and economic studies.*

Not applicable to this application.

Matter 13. *Whether the proposed rezoning encourages the conservation of properties and their values and the encouragement of the most appropriate use of land throughout the County.*

Not applicable to this application.

Matter 14. *Whether the proposed rezoning considers trends of growth or changes, employment, and economic factors, the need for housing, probable future economic and population growth of the County, and the capacity of existing and/or planned public facilities and infrastructure.*

Not applicable to this application.

Matter 15. *The effect of the proposed rezoning to provide moderate housing by enhancing opportunities for all qualified residents of Loudoun County.*

Not applicable to this application.

Matter 16. *The effect of the rezoning on natural, scenic, archaeological, or historic features of significant importance.*

Not applicable to this application.

PLANNING COMMISSION ISSUES REGARDING COMPREHENSIVE SIGN PLANS

The following discussion is based on the guidelines adopted by the Planning Commission in March 1999 to assist in the evaluation of comprehensive sign plans.

Criterion 1: *Will the number, location and size of signs proposed adequately help people find what they need without difficulty or confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet this criteria?)*

The proposed amendment of the Town Center Sign Plan will accomplish this objective. The signs will be located to adequately help customers and visitors people find the businesses and services within the Town Center without difficulty or confusion.

Criterion 2: *Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?*

The proposed signs are internal to the Town Center and the unified style will be an attractive addition to the area.

Criterion 3: *Does the proposed signage treat similar types of signs consistently?*

The proposed sign plan is a unified and coordinated program that employs a common theme and treats similar types of signs consistently.

Criterion 4: *Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components of an overall composition of architectural elements?*

The proposed signs are subordinate to the structures and land use functions and reflect the architectural theme of the Town Center elements.

Criterion 5: *Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?*

The proposed signage mirrors the design theme approved for the existing Town Center Sign Plan.

Criterion 6: *Does the proposed signage represent a comprehensive sign plan that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc., that reflects unique character of the planned development?*

The proposed sign plan is coordinated and complements the architectural theme of the Town Center.

Criterion 7: *Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification?*

The proposed sign plan ensures that all signage subject to the plan will be coordinated and will provide desirable continuity throughout the Town Center.

Criterion 8: *Is the proposed sign plan in conformance with the policies of the County's Comprehensive Plan?*

The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by: (i) providing attractive, coordinated and unified signage that enhances the Town Center; and (ii) promoting safe and efficient movement and direction of vehicular and pedestrian traffic within the Town Center.

355881 v6/RE

Jeffrey A. Nein
(703) 456-8103
jnein@cooley.com



BY HAND DELIVERY

April 15, 2009

Ginny Rowen
Project Manager
Loudoun County Department of Planning
1 Harrison Street, SE, 3rd Floor
Leesburg, VA 20177

RE: ZMOD 2008-0009, Lansdowne Village Greens Sign Plan – Phase 2.

Dear Ginny:

This letter includes our response to the staff review comments we have received regarding the second submission of the sign plan application. Enclosed please find 5 copies each of the revised sign plan and revised Statement of Justification. Also enclosed are an updated Land Development Application form and an updated Disclosure Affidavit.

The staff review comments are addressed below in chronological order. Each agency's comments are summarized (noted in *Italics*) and followed by our response.

The Applicant again wants to reiterate that the overall goal of this application is to replicate within the Phase 2 area the attractive and successful signage program previously approved by the County for the initial phase of the Lansdowne Town Center commercial area (ZMOD 2006-0004). The public purposes of a unified signage theme, design continuity and a seamless sense of place for the Town Center are all dependent on the provision of the previously approved sign types within Phase 2. Anything less will have deleterious consequences on the ambiance and economic health of the Town Center.

Zoning Administration, Department of Building and Development (comments dated 2/25/09)

A. Critical Issues

1. *Housekeeping Signs – Small: Type HP1 (p. 2D & 20). Sign type HP1 is now under the category of informational signs under Section 5-1204(D)(7)(e). By definition, "Sign, informational" is a sign "to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like." A sign saying "Thank you for not littering" is not consistent with the definition of an informational sign, as it does not identify the location of an area for the public. Revise the message to be consistent with the definition. Rather than a note on page 20 stating "message shown as example only," staff recommends the applicant provide all possible messages for these signs. Per Section 5-1204(D)(7)(e), informational signs shall contain no advertising. Therefore, please remove the Lansdowne Town Center text from these signs. Finally, staff finds that 20 signs of this nature for five buildings are excessive and*

Ginny Rowen
April 15, 2009
Page Two

suggests the overall maximum be reduced. (Prior comment A.1)

Page 20 has been revised to clarify that all messages on the informational signs will be consistent with the Zoning Ordinance definition for "Signs, Informational". Pages 2D and 20 have also been revised to clarify that no more than 10 Type HP1 signs will be permitted. The "Lansdowne Town Center" text is also informational in that it helps distinguish the amenities and uses intended for the mixed-use area patrons from the amenities intended for the residential portion of Lansdowne Village Greens.

2. Pedestrian Directory: Type P3 (p. 2B & 12). Staff reiterates that this is not a permitted sign type as proposed by the applicant and must be removed from the sign plan. By definition, "Sign, directory" is "A sign on which the names and locations of occupants or the uses of a building or group of buildings is given." The Sign Requirements matrix allows for directories only in conjunction with office uses under Section 5-1204(D)(3)(q) and those office directories may not be visible from outside the building. Outdoor pedestrian directories as proposed by the applicant are not permitted. Finally, it is not appropriate to use Section 5-1204(D)(3)(ii), as this section is for business signs for businesses not listed in the matrix (e.g. banks). (Prior comment A.2)

Inasmuch as the Board of Supervisors has already approved this exact same sign type under Section 5-1204(D)(3)(ii) for the adjacent portion of the Town Center covered by ZMOD 2006-0004, we have retained the pedestrian directory for consideration by the Planning Commission and the Board of Supervisors. We respectfully submit that the existing pedestrian directories within the Town Center provide visitors, patrons and shoppers with very useful information and are attractive additions to the streetscape. More importantly, this proposed comprehensive sign plan is intended to unify the various phases of commercial and present to the community a single, unified, commercial mixed-use project in Lansdowne Town Center. The proposed directories are a key component of that plan.

3. Housekeeping Signs – Small: Type HT1 and Housekeeping Signs – Large: Type HT2 (p. 2D, 21 & 22). Sign types HT1 and HT2 are under the category of informational signs per Section 5-1204(D)(7)(e). Per this section, informational signs shall contain no advertising. Therefore, please remove the Lansdowne Town Center text from these signs. Rather than a note on pages 21 and 22 stating "message shown as example only," staff recommends the applicant provide all possible messages for these signs. Finally, the applicant's response (p. 5) explains that these signs will be used only when needed, hence the prior use of the term "temporary." Please note that per Section 5-1203(A), each time a sign is erected a sign permit is required, regardless of the intent to remove the sign when it is not needed. (Prior comment A.7)

Small sign Type HT1 has been removed from the sign plan. Page 21 has been revised to clarify that all messages on large sign Type HT2 will be consistent with the Zoning Ordinance definition for "Signs, Informational". As noted above, the "Lansdowne Town Center" text is also informational in that it helps distinguish the amenities and uses intended for the mixed-use area patrons from the amenities intended for the residential portion of Lansdowne Village Greens.

Ginny Rowen
April 15, 2009
Page Three

4. Business Location Sign: Type P2 (p. 2A & 11). Staff reiterates that the proposed signs are directional signs under Section 5-1204(D)(7)(h), not Section 5-1204(D)(3)(ii). As noted above, Section 5-1204(D)(3)(ii) is for businesses not listed elsewhere in the matrix. Revise the comparison matrix on page 2A. Additionally, directional signs shall contain no advertising. Therefore, the Lansdowne Town Center text and tenant names must be removed from these signs. Staff also reiterates that directional signs should not exceed 4 square feet and be no taller than 3 feet. The proposed signs far exceed Ordinance standards and should be revised to be more consistent with the Ordinance. (Prior comment B.6)

Inasmuch as the Board of Supervisors has already approved this exact same sign type under Section 5-1204(D)(3)(ii) for the adjacent portion of the Town Center covered by ZMOD 2006-0004, we have retained the business location sign for consideration by the Planning Commission and the Board of Supervisors. We respectfully submit that the existing business location/site directional signs within the Town Center provide visitors, patrons and shoppers with very useful information and are attractive additions to the streetscape. As previously stated, this proposed comprehensive sign plan is intended to unify the various phases of commercial and present to the community a single, unified, commercial mixed-use project in Lansdowne Town Center. The proposed business location/site directional signs are a key component of that plan.

B. Other Issues

1. For signs UP2.2 and UP5, the lighting indicated is "Illuminated individual channel letters or Non-illuminated individual letters." For illuminated signs, further specify the type of illumination as either backlight or white light illumination in the matrix on page 2C (to be consistent with the proposed regulations stated on pages 15, 16 and 17). (Prior comment B.4)

The matrix on page 2C has been revised as suggested.

2. Project Entry Monument: Type P1 (p. 9 & 10). Staff reiterates that tenant names on this sign should be subordinate to the naming of the town center. (Prior comment B.5)

Sign Type P1 is the exact sign type approved by the Board of Supervisors for the adjacent portion of the Town Center under ZMOD 2006-0004. The intent is to maintain a consistency for the retail area entrance signage on Riverside Parkway as already exists on Belmont Ridge Road. Further, the Applicant believes that the tenant names are, in fact, subordinate to the project name in the design of this sign.

3. Light Pole Banners: Type P5.1 (p. 2B & 13). These signs do not require modification. Therefore, in the matrix (p. 2B) please remove the reference to Section 5-1202(A)(3). Since page 13 clearly states that banners shall not be visible from public roads, the applicant may leave these in the sign plan.

Comment acknowledged.

The existing banners located along Belmont Ridge Road are prohibited due to their visibility from public roads and inconsistency with ZMOD 2006-0004. Staff reiterates that these signs

Ginny Rowen
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Page Four

should be removed. Staff is unclear as to why the response (p. 6) indicates that the applicant for this ZMOD, Saul Holdings, LP, is not the property owner. County Records indicate that Saul Holdings, LP is the owner of PIN 113-39-9265. (Prior comment B.7)

Staff is correct that the referenced banners appear to be located either on property owned by Saul Holdings, L.P., or on the adjacent Belmont Ridge Road right-of-way. Representatives of Saul Holdings and Lansdowne Town Center are investigating this matter. In any event, the Applicant notes that PIN: 113-39-9265 is not part of this application.

4. Office Tenant Signs: Type UP2.2 and In-Line Retail Center Signs: Type UP5 (p. 2C & 15—19). On pages 15 and 16, the office tenant signs are specifically noted as “second level office” and “second level and above office.” It seems that an office user on the first floor would not be permitted signage. Likewise, it is unclear what signage would be permitted for a retail user above the first floor. It seems that UP2.2 sign requirements should apply to all second floor uses (not just office) and UP5 requirements should apply to all ground floor tenants (not just retail). Staff suggests the matrix and related pages for these signs be revised in this manner and would like to further discuss this option with the applicant.

We appreciate the suggestion and have revised the labels and descriptions for Types UP2.2 and UP5 accordingly. It is our intent that office and retail tenants may occupy any available space.

5. Office Tenant Signs: Type UP2.2 and In-Line Retail Center Signs: Type UP5 (p. 2C & 15—19). Staff maintains that a graphic should be added to the sign plan that combines the elevation views on pages 16 and 19, showing all signage for a façade. For example, the first two graphics on page 19 are labeled “Condominium/Office/Retail,” yet neither of these graphics depicts office signage. (Prior comments B.10 and B.11)

The graphics on pages 16 and 19 are examples of where signs may be located on the buildings, but do not represent actual signage scenarios in that spaces occupied by tenants will vary over time as tenants and tenant space requirements change. The referenced labels on page 19 have been revised to avoid confusion.

6. In-Line Retail Center Signs: Type UP5 (p. 2C & 17—19). Exclusion of the awning is not consistent with the Ordinance. Staff reiterates that the maximum square footage once the awning is added (125 square feet) should be stated for these signs. (Prior comment B.11)

The intent is not to exclude the area of the awnings, but to distinguish the area permitted for non-awning signs from the awning signs, should tenants opt to use awning signs. The aggregate sign area text for Type UP5 has been clarified on page 2C.

7. Pages 24 and 25 include graphics depicting restaurant uses. Staff notes that restaurant tenants would be subject to Section 5-1204(D)(3)(dd). If restaurant users are anticipated, the applicant should modify this section of the Ordinance.

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It is the intent that restaurant uses also will be subject to the proposed regulations for Sign Type UP5. The description of Sign Type UP5 in the matrix has been clarified to include restaurant tenants and a reference to Section 5-1204(D)(3)(dd) has been added.

8. *Staff notes that the middle column of the matrix (p. 2A—2E) listing the “2003 Lansdowne Conservancy Guidelines” cannot be enforced by Staff upon approval of this sign plan, as those Guidelines are a private agreement. Additionally, staff notes that in many instances the Conservancy Guidelines are more restrictive than the regulations proposed by the applicant.*

In order to avoid confusion, the middle column of the matrix has been deleted.

9. *In the final version of the sign plan, please ensure that page 4 is provided in the 11” X 17” format indicated on page 3.*

Page 4 will remain an 8½ X 11 page and the note on page 3 has been revised accordingly.

Community Planning, Department of Planning (comments dated 2/27/09)

Entrance Signs. *While the proposed non-residential entrance signage (P1) is uniform in design and composition to existing entrance signage it is excessive as the primary retail area is already being served by existing signage. Staff recommends providing entrance signage with project identification only. Staff recommends removing sign type P1 and reducing the size of sign type P7 to be more in keeping with the pedestrian scale of a town center development. Lastly, staff recommends the applicant commit to landscaping surrounding the project identification entrance signage utilizing native species as much as possible and a commitment to long-term maintenance of the landscaping.*

The Town Center retail area has two main entrances, one on Belmont Ridge Road and one on Riverside Parkway. The Zoning Ordinance allows up to three entrance signs for retail centers. The Type P1 sign on Belmont Ridge Road was approved under ZMOD 2006-0004. This application proposes the second such sign type at the Town Center’s primary retail entrance on Riverside Parkway. We respectfully submit that two such signs, of identical design and on two different streets, are not excessive. Rather, we believe these signs are necessary and warranted.

While Sign Type P1 serves as the primary sign to identify and support the commercial character of the Town Center, Sign Type P7 is intended to serve as a distinct and compatible architectural entrance element, more in the style of the understated residential community entrance sign. For Sign Type P7, the aesthetic of the low, curved stone wall is the primary design component, with the text serving a necessary role as a secondary component in that design. We believe that Sign Type P7 adds to the vitality of the Town Center as a defining, attractive and appropriately scaled element at this mixed-use entrance on Riverside Parkway. Like Sign Type P1, Sign Type P7 will be framed with generous and appropriate landscaping and will not be internally illuminated.

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Directional Signage. Staff recommends the applicant remove tenant names from site directional signs (sign type P2) as these signs should be for wayfinding purposes only. Staff further recommends reducing the size and scale of sign type P2 in keeping with the pedestrian scale of the town center. Sign type P3 should be removed from the sign plan (see Zoning Administration first and second referrals).

For these signs to function as true wayfaring signs, the locations of specific destinations, i.e., tenants, need to be identified. We respectfully point out that both Sign Types P2 and P3 have been approved for the adjacent portion of the Town Center under ZMOD 2006-0004. We also point out that a significant number and variety of signage has already been removed from this application.

Building-Mounted Signage. Staff recommends reducing the number of signs proposed for the in-line retail stores (UP5) to one building-mounted sign per façade and one under canopy or flagmount (blade) sign; additional signage is unnecessary and adds to visual clutter.

The ground floor commercial signage in this application for Buildings S, F, R, U and V continues the theme established with ZMOD 2006-0004 to promote a consistent and harmonious town center, albeit that the buildings have been phased and will be developed by different owners. Furthermore, the limitations to Sign Type UP5, as detailed on pages 2C and 17, were developed to cap and prohibit visual clutter, thereby allowing for the delivery of the same tasteful signage that exists in the adjoining portion of the Town Center. For example, with the exception of awning signs, which are limited to 10% of the total awning area, each ground floor tenant is allowed a maximum of 75 sq.ft. for Sign Type UP5. Tenants that opt to use text or graphics on awnings are permitted up to an additional 50 sq.ft. of such text/graphics per awning. The signage flexibility afforded by this Sign Type will add to the vitality of the retail area and, quite frankly, often times is a requirement for leasing commercial space to quality tenants.

Housekeeping and Marketing Signs. Staff requests the applicant provide all possible messages for permanent and temporary housekeeping signs. Messages provided on both permanent and temporary housekeeping signs should provide wayfinding information only. Staff recommends reducing the number of permanent housekeeping signs as the amount proposed appears excessive and adds to visual clutter. The proposed site directional signs (sign type P2) already provide wayfinding information at two locations along Diamond Lake Drive. Lastly, staff recommends reducing the number of commercial marketing signs to a maximum of one to help reduce visual clutter.

The sign comparison matrix has been revised to include a maximum of 10 signs for Sign Type HP1. The commercial marketing signs, Type M1, already limited to no more than 4 signs total, have been further limited to allow no more than 1 such sign per building.

Banners. Staff reiterates the proposed banners are not consistent with the signage anticipated in a mixed-use community where the streetscape, buildings and landscape should remain the predominate feature, not the signage. The proposed banners have the potential of contributing to visual clutter and provide the same information as provided on the proposed traditional signage. If permitted, the proposed banners should be less obtrusive, fewer in number, and

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more in keeping with the character of the buildings in the community. Restraint should also be used in selecting colors for the banners. A condition of approval should be developed to ensure that the proposed banners will not be used for advertising.

The proposed banners are more architectural embellishments than signs and add seasonal visual interest and vitality to the Town Center. The limited number of proposed banners are located along private streets internal to the Town Center.

We believe this response letter, the revised sign plan and the revised Statement of Justification address the remaining review comments.

Please do not hesitate to contact me if you have any questions or if you require any additional information.

Very truly yours,

Cooley Godward Kronish LLP



Jeffrey A. Nein, AICP
Senior Land Use Planner

cc: Brian Downie, Vice President, Saul Centers, Inc.
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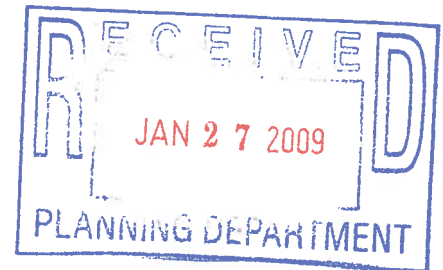
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BY HAND DELIVERY

January 27, 2009

Ginny Rowen
Project Manager
Loudoun County Department of Planning
1 Harrison Street, SE, 3rd Floor
Leesburg, VA 20177



RE: ZMOD 2008-0009, Lansdowne Village Greens Sign Plan – Phase 2.

Dear Ginny:

This letter includes our response to the staff review comments we have received regarding the initial submission of the sign plan application. Please be advised that several proposed sign types have been removed from the sign plan.

Enclosed please find 5 copies each of the revised sign plan and revised Statement of Justification.

The staff review comments are addressed below in chronological order. Each agency's comments are summarized (noted in *Italics*) and followed by our response.

Community Planning, Department of Planning (comments dated 10/23/08, and addendum dated 11/25/08)

Analysis

Staff recommends the applicant commit to the Sign Location Plan. Staff requests information regarding the maximum number of signs for each sign type proposed. This information should also include the number of signs already approved with ZMOD 2006-0004.

The sign location plan is an integral part of this application. The sign comparison matrix does include the proposed number of signs for each sign type on a per entrance, building, façade or tenant basis, although the maximum number of tenants is unknown. At the request of Zoning Administration, this application is now presented as a unique sign plan and is no longer to be associated with ZMOD 2006-0004. Going forward, this application will be styled "Phase 2" to distinguish it from ZMOD 2006-0004.

Entrance Signs. *The proposed non-residential entrance signage (P1) is uniform in design and composition to existing entrance signage. Staff recommends removing sign type P7 from the application material as this sign provides redundant information and contributes to visual clutter along the roadway. Staff recommends the applicant commit to landscaping surrounding the*

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entrance signage utilizing native species as much as possible and a commitment to long-term maintenance of the landscaping.

We appreciate staff's comments on Sign Type P1. However, we respectfully disagree that the provision of Sign Type P7 on the opposite corner of the Diamond Lake Drive/Riverside Parkway intersection will contribute to "visual clutter". The two signs, while complementary, serve different purposes at one of the primary entrances to this mixed-use town center. Sign Type P1 is intended to support the business uses in the town center and, as noted, is uniform with other existing town center entrance signage. Sign Type P7 on the other hand serves as an architectural entrance feature and focal point, more in the tradition of residential community entrance signs. We believe both signs contribute to the vitality of the town center and are attractive elements of this primary entrance.

Directional Signage. *Staff recommends the applicant reduce the number of directional signs by consolidating sign types P2 and P5.*

The sign plan has been revised to eliminate two P2 signs previously shown near Winmeade Drive, so that only two P2 signs on Diamond Lake Drive will be allowed. In response to a comment from Zoning, all P5 signs have been removed from the sign plan.

Address Signage. *Staff requests additional information regarding the residential address signage (UP2) to determine if a unified graphic design scheme is being proposed in accordance with Plan policy.*

The residential building address sign is Sign Type UP3, not UP2. However, as noted by Zoning staff, address signs are not regulated by Section 5-1204(D) and Sign Type UP3 has been removed from the sign plan.

Building-Mounted Signage. *Staff recommends reducing the number of signs proposed for the in-line retail stores (UP5); additional signage is unnecessary and adds to visual clutter. Staff further recommends removing the building-mounted project identification signage (UP7) as the location is internal to the development and does not warrant the need for project identification; previously approved signage as well as signage proposed with this comprehensive sign plan will provide the visual recognition needed.*

The ground floor commercial signage in this application for Buildings S, R, U and V continues the theme established with ZMOD 2006-0004 to promote a consistent and harmonious town center, albeit that the buildings have been phased and will be developed by different owners. Furthermore, the limitations to Sign Type UP5, as detailed on pages 2C and 17, were developed to cap and prohibit visual clutter, thereby allowing for the delivery of the same tasteful signage that exists in the adjoining portion of the Town Center.

For example, with the exception of awning signs, which are limited to 10% of the total awning area, each ground floor tenant is allowed a maximum of 75 sq.ft. for Sign Type UP5. The

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variety of signs allowed with this Sign Type will add to the vitality of the retail area. Sign Type UP7 has been removed from the sign plan.

Banners. The proposed banners are not consistent with the signage anticipated in a mixed-use community where the streetscape, buildings and landscape should remain the predominate feature, not the signage. The proposed banners have the potential of contributing to visual clutter and provide the same information as provided on the proposed traditional signage. If permitted, the proposed banners should be less obtrusive, fewer in number, and more in keeping with the character of the buildings in the community. Restraint should also be used in selecting colors for the banners. A condition of approval should be developed to ensure that the proposed banners will not be used for advertising.

The proposed banners are more architectural embellishments than signs and add seasonal visual interest and vitality of the town center. The limited number of proposed banners are located along private streets internal to the town center. Compliance with the sign plan ensures that the banners will not be used for advertising.

Lighting. Staff recommends that the applicant commit to lighting that is downward directed, is fully shielded, provides a glare-free environment, is confined to the site, and has illumination levels that are no greater than necessary for a light's intended purpose. All lighting should be designed to preclude light trespass onto adjoining properties, glare to passerby, skyglow, and deterioration of the nighttime environment. Staff also recommends the use of sign-mounted lights for entrance signs to avoid the spillage of light onto the night sky.

All signage lighting, including the ground mounted lights for the entrance signs, will be shielded to prevent light trespass.

Tenant Sidewalk Signs. Staff recommends removing the tenant sidewalk signs (sign type UP8) from the subject property as this sign type will add to visual clutter as well as provide an intrusion along the pedestrian travelway.

The Applicant has determined that Sign Type UP8 is not needed in this area of the Town Center and has removed all UP8 signs from the sign plan.

Housekeeping and Marketing Signs. Staff requests the applicant provide additional information regarding the number of housekeeping and marketing signs proposed.

The sign comparison matrix has been revised to include a maximum of 20 signs for Sign Type HP1 and a maximum of 4 signs for each of Sign Types HT1, HT2, and M1.

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Zoning Administration, Department of Building and Development (comments dated 11/24/08)

A. Critical Issues

1. Section 5-1202(B). Signs Permitted. Only those signs listed in the sign requirements matrix are permitted. All proposed signs need to be placed under an existing sign category of Section 5-1204(D), Sign Requirements Matrix. On page 2H, sign type HP1 is noted as "no suitable category under Section 5-1204(D)". As this sign has not been placed under an existing sign category, it is not permitted.

Sign Type HP1 has been placed under the existing sign category of Section 5-1204(D)(7)(e), Informational Signs, and the reference on page 2D (previously page 2H) has been revised accordingly.

2. Pedestrian Directory: Type P3. This is not a permitted sign type. Please remove sign P3 from this sign plan.

Sign Type P3 is a Business Sign of a character not covered by other sign categories and lists businesses (i.e., "goods and services") only offered in the town center and, therefore, should be allowed under Section 5-1204(D)(3)(ii).

3. Site Directional: Type P5. Site directional signs fall under Section 5-1204(D)(7)(h), not 5-1204(D)(3)(ii). Nonetheless, sign type P5 is not permitted. Directional signs must be freestanding (not attached to light poles) and shall contain no advertising (no tenant names). Neither of these standards is modifiable. Therefore, please remove sign type P5 from this sign plan.

We respectfully disagree with staff's interpretation. However, the Applicant has determined that Sign Type P5 is not needed in this area of the Town Center and has removed all P5 signs from the sign plan.

4. Building Mounted Project Identification Signs: Type UP7. This is not a permitted sign type. Please remove sign type UP7 from this sign plan.

We respectfully disagree with staff's interpretation. However, the Applicant has determined that Sign Type UP7 is not needed in this area of the Town Center and has removed it from the sign plan.

5. Tenant Sidewalk Signs: Type UP8. This is not a permitted sign type. Please remove sign type UP8 from this sign plan.

We respectfully disagree with staff's interpretation. However, the Applicant has determined that Sign Type UP8 is not needed in this area of the Town Center and has removed all UP8 signs from the sign plan.

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6. Residential Address Signage: Type UP3. It is not clear what is proposed with this sign. Section 5-1204(D) does not regulate the address of a building. If the sign is only the address, it can be removed from the sign plan.

Sign Type UP3 is intended to be an address sign and, as recommended by staff, has been removed from the sign plan.

7. Housekeeping Signs-Small-Temporary: Type HT1 and Housekeeping Signs-Large-Temporary: Type HT2. These signs do not meet the definition of "sign, temporary" as provided in Article 8. Please remove these signs from the sign plan.

The intent in naming these signs was not to relate them to the "sign, temporary" as defined in the Zoning Ordinance, but to clarify that they will be used only when needed. The word "temporary" has been removed from these sign types to avoid any unintended enforcement consequences.

8. A number of signs identified as not permitted are currently shown in the approved sign plan package for Lansdowne Village Greens (ZMOD 2006-0004). Therefore, staff no longer supports integrating this sign package with ZMOD 2006-0004. Rather, all signs proposed with this plan should be included in a new sign package to be administered separate from ZMOD 2006-0004.

The proposed sign plan has been re-structured to stand on its own, as requested.

B. Other Issues

1. Please ensure that all parcels under this application are identified on page 3a and noted in the Statement of Justification. In particular, staff questions whether any proposed signs are located on PIN: 113-30-7650 or PIN: 113-30-4444.

The two referenced parcels are owned by Lansdowne Village Greens Commercial Association and represent the rights-of-way for portions of Diamond Lake Drive and "Village Green Drive". No signs are proposed within these parcels.

2. Section 5-300. Visibility at Intersections. For protection against traffic hazards, no impediment to visibility shall be placed, allowed to grow, erected or maintained within visibility triangles described in this section. In particular, signs P1 and P7 shall be located outside of the visibility triangles associated with the intersection of Riverside Parkway and Diamond Lake Drive.

Comment acknowledged.

3. Please remove the note on page 4a regarding locations and quantities of signs. The final location of signs shall substantially conform to the sign plan.

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The referenced note on the sign location plan on page 4 has been revised to read "The final location of signs shall substantially conform to the sign plan."

4. For signs UP2.2 and UP5, the lighting indicated is "Illuminated individual channel letters or Non-illuminated individual letters." For illuminated signs, further specify the type of illumination as either backlight or white light illumination. Please note that no portion of a building may be outlined with neon per Section 5-1202(A)(2).

The proposed regulations in the sign matrix for the reference sign types have been revised to specify the type of illumination.

5. Project Entry Monument: Type P1. The purpose of the commercial entrance sign is to identify the town center. The tenant names on this sign should be subordinate to the naming of the town center. In addition, the leasing information portion of the sign must be removed.

Sign Type P1 is styled to be consistent with the existing entrance signage at the Town Center. The leasing information has been removed from the sign, as requested.

6. Site Directional: Type P2. Site directional signs fall under Section 5-1204(D)(7)(h), not 5-1204(D)(3)(ii). Revise the comparison matrix accordingly (page 2A). Additionally, directional signs shall contain no advertising. Therefore, the tenant names must be removed from these signs (see page 11). Per the Zoning Ordinance, directional signs should not exceed 4 square feet and be no taller than 3 feet. The proposed signs are 45 square feet and over 8 feet tall. The size and height of these signs should be substantially reduced to be more consistent with the Ordinance. The town center should remain a pedestrian oriented district.

Sign Type P2 has been renamed to "Business Location Sign" inasmuch as this sign is intended to support individual businesses (i.e., goods and services) within the town center in accordance with the purpose of Section 5-1204(D)(3)(ii) and to be more informative and appropriately sized than the limited-purpose directional signage allowed under Section 5-1204(D)(7)(h).

7. Light Pole Banners. Type P5.1. Signs may be located on lamp posts if not visible from any public road per Section 5-1202(A)(3). Such signs should not be included with the comprehensive sign plan. Remove sign type P5.1 from the proposed plan. Staff notes that the banners currently located along Belmont Ridge Road are visible from Route 7 and Belmont Ridge Road. Please remove these signs, as they are not consistent with the Ordinance or ZMOD 2006-0004.

The limited number of proposed banners are located along private streets internal to the town center and are not intended to be viewed from any of the surrounding public streets. The proposed banners are more architectural embellishments than signs and add seasonal visual interest and vitality of the town center. With respect to the referenced banners along Belmont Ridge Road, they are not the property of the Applicant, were not erected by the Applicant and are not associated with ZMOD 2006-0004.

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8. *Project Entry Monument (Residential): Type P7. Residential entrance signs in the PD-TC fall under Section 5-1204(D)(7)(f), not 5-1204(D)(3)(ii). Revise the comparison matrix accordingly (page 2K). Per the Zoning Ordinance, the maximum area of any one sign shall not exceed 60 square feet. The proposed sign is 200 square feet. The size of this sign should be substantially reduced to be more consistent with the Ordinance. Further, the applicant should expand the statement of justification to address why an additional entrance sign is needed at this location in addition to sign P1. Sign P7 does not appear to be a necessary sign which meets the public purpose of an entrance sign.*

The comparison matrix has been revised to designate Section 5-1204(D)(7)(f) for Sign Type P7 (please see page 2E). As noted in the matrix, the entire area of this entrance feature is 200 square feet. The sign area itself is less than 12 square feet, significantly less than the 60 square feet allowed by the Zoning Ordinance. Signs Types P1 and P7, while complementary, serve different purposes at one of the primary entrances to this mixed-use town center. Sign Type P1 is intended to support the business uses in the town center and is uniform with other existing town center entrance signage. Sign Type P7 on the other hand serves as an architectural entrance feature and focal point, more in the tradition of residential community entrance signs. We believe both signs contribute to the vitality of the town center and are attractive elements of this primary entrance.

9. *Office Building Address-Primary: Type UP1. Sign UP1 has been classified as a tenant sign under Section 5-1204(D)(3)(d), but UP1 is not a tenant sign. It is a building ID sign, which is only permitted on office buildings. Sign UP1 is proposed in conjunction with building "S", which is approved for retail/office uses on the first four floors (contrary to the elevation on page 20a). As this does not appear to be an office building, an ID sign is not permitted. Additionally, staff noted that if the applicant were to deem this an office building, only ground floor commercial tenants would be allowed to erect signs per Section 5-1204(D)(3)(p). Finally, Section 5-1204(D) does not regulate the address of a building.*

In order to resolve this concern, Sign Type UP1 will be revised to provide only the street address (i.e., "100 Promenade Drive"), which will allow it to be removed from the sign plan as staff has noted that Section 5-1204(D) does not regulate building addresses. The Building S elevation shown in the sign plan has been revised to clarify that the first four floors may be occupied with retail and office uses.

10. *Office Tenant Signs: Type UP2.2. Building mounted office tenant signs are proposed in conjunction with Buildings S and V. Given that retail tenant signs are also proposed for these buildings, the applicant should show the total number of signs possible for each façade of the building to demonstrate the cumulative total square footage. Staff recommends a square footage cap be established for each façade to prevent these mixed use buildings from becoming too cluttered with both office and retail signage. Additionally, staff noted that a tenant must abut the façade on which the sign is proposed. Finally, as noted above in comment B.9, the building elevation on page 20a is not consistent with the approved site plan for Building S (SPAM 2007-0060).*

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The sign matrix does specify a maximum of one such sign per office tenant above the ground floor, with a maximum of 4 signs on front and rear elevations and 1 sign on side elevations. The maximum number of ground floor retail tenants is unknown, but this signage is subject to the limitations of Sign Type UP5. As noted above, the Building S elevation shown in the sign plan has been revised to clarify that the first four floors may be occupied with retail and office uses.

11. In-Line Retail Center Signs: Type UP5. On page 2D, in the proposed regulations column for this sign, note the maximum square footage once the awning is added (i.e., 125 square feet). Again, for mixed use buildings containing office and retail uses, staff notes the need to establish a square footage cap per façade.

The proposed regulations in the sign matrix for Sign Type UP5 do include a maximum area of 500 sq.ft. for awnings and a limitation for awning graphics to 10% of the actual awning area.

We believe this response letter, the revised sign plan and the revised Statement of Justification address the remaining review comments.

Please do not hesitate to contact me if you have any questions or if you require any additional information.

Very truly yours,

Cooley Godward Kronish LLP



Jeffrey A. Nein, AICP
Senior Land Use Planner

cc: Brian Downie, Vice President, Saul Centers, Inc.
Robert Gehrman, BCT Architects
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